

WE CLAIM:

1. A wireless billboard system, comprising:

- 5 (a) a wireless billboard operative to receive and
 display text and graphics and to transmit messages
 wirelessly;
- 10 (b) a plurality of transmitter/receiver sites located so
 as to receive wireless signals transmitted from a
 transmission site and to transmit them to said
 wireless billboard and to receive wireless
 transmissions from each of said wireless billboards
 and to transmit them to a user's mobile phone; and
- 15 (c) a billboard management site couplable to each of
 said transmitter/receiver sites and operative to
 receive transmissions from said plurality of
 transmitter/receiver sites and to transmit
 wirelessly to said transmitter/receiver sites.

20 2. A system according to claim 1, wherein said wireless
billboard has its own identity.

3. A wireless billboard system, comprising:

- 25 (a) a wireless billboard operative to display text and
 graphics transmitted to it wirelessly;

- (b) a carrier network located so as to receive and transport wireless signals and to transmit them to and receive them from a wireless billboard and to transmit them to and receive them from a transmission site and operative to receive transmissions from and transmit to a user;
 - (d) a gateway operative to wirelessly transmit to and receive wireless transmissions from said carrier network;
 - (e) a content server coupled to said gateway and operative to transmit data to and receive data from said gateway; and
 - (f) a billboard management computer, coupled to said content server and operative to control operation of said wireless billboard system.

4. The system according to claim 3, wherein said user is a mobile phone.

20 5. A wireless billboard system, comprising:

- (a) a plurality of wireless billboards, each operative to display text and graphics transmitted to them wirelessly;
 - (b) a carrier network located so as to receive and transport wireless signals transmitted to it from a transmission site and to receive and transport

wireless signals from said wireless billboards and
to transmit the signals received from said
transmission site to said wireless billboards and
operative to receive transmissions from and transmit
to a user;

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- (g) a gateway operative to wirelessly transmit signals to and receive signals from said carrier network;
 - (h) a content server coupled to said gateway and operative to transmit data to and receive data from said gateway; and
 - (i) a billboard management computer, coupled to said content server and operative receive data from and to transmit data to said content server and to control operation of said wireless billboards.

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- system according to claim 5, wherein each of said cards has its own identity.

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7. The system according to claim 5, wherein said user is a
20 mobile phone.

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8. A wireless billboard system, comprising:

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- (a) a plurality of wireless billboards operative to display text and graphics transmitted to them wirelessly

- (b) a carrier network located so as to receive and transport signals sent wirelessly and to transmit wireless signals to said wireless billboards and to a transmission site and operative to receive wireless transmissions from and transmit wireless signals to a user;
- (c) a gateway operative to wirelessly transmit data to and receive data from said carrier network;
- (d) a web server coupled to one network of an Internet network and an intranet network and to said gateway and operative to transmit data to and receive data from said gateway and said one network; and
- (e) a billboard management computer, coupled to said one network and operative to communicate with said web server to control operation of said wireless billboard system.

9. A system according to claim 8, wherein said web server also communicates with a member of the group consisting of a laptop computer and a commercial content provider.

10. A system according to claim 8, wherein each of said billboards has its own distinct identity.